

© Copyright 1991 Philip Morris Inc.
All rights reserved. No part of this publication may be reproduced, stored in a retrieval system, or transmitted, in any form or by any means, electronic, mechanical, photocopying, recording, or by any information storage and retrieval system, without permission in writing from Philip Morris Inc.

Taste Promise Kept.

**'Enriched Flavor' breakthrough brings
unprecedented taste to low tar smoking.**

For many years low tar cigarettes have promised taste. against current leading low tar brands ranging from 11 mg. to 15 mg. tar.

But your own taste told you the truth: low tar meant low taste.

Until MERIT.

MERIT packs 'Enriched Flavor' tobacco. Tobacco fortified with key flavor-rich ingredients of cigarette smoke proven to deliver taste way out of proportion to tar.

If you smoke, you'll be interested.

Tests Verify Taste

MERIT was taste-tested



MERIT and MERIT MENTHOL

Thousands of smokers were involved. The majority report: *Even if the cigarette tested had up to 60% more tar than MERIT, MERIT still delivered as much—or more—taste.*

Repeat: delivered as much—or more—taste.

MERIT. Unprecedented flavor at one of the lowest tar levels in smoking today.

MERIT

© Philip Morris Inc. 1991

8 mg. "tar," 0.7 mg. nicotine av. per cigarette by FTC Method.

Warning: The Surgeon General Has Determined
That Cigarette Smoking Is Dangerous to Your Health.